

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() STRATEGIC MEDIA SVCS	Rep Firm	
Advertiser	() .AMASH FOR CONGRESS		3299 K STREET NW SUITE #200	Sales Office ()	PHILADELPHIA
Product	JUSTIN AMASH FOR		WASHINGTON, DC 20007	Salesperson ()	IAN AMBRON
Estimate#		Agency C/P1/P2/E			
Buyer	NEIL WILLIAMS	Flight Dates	10/15/2012 - 10/23/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU, TH	6A-7A	NEWS	:30	\$400.00	10/16-10/18	2	1	2	\$800.00	
	2	TU	6A-7A	NEWS	:30	\$400.00	10/23-10/23	1	1	1	\$400.00	
	3	M-F	7A-9A	TODAY SHOW	:30	\$650.00	10/15-10/19	3	1	3	\$1,950.00	
	4	M	7A-9A	TODAY SHOW	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	5	F	12P-1P	NEWS	:30	\$225.00	10/19-10/19	1	1	1	\$225.00	
	6	M	12P-1P	NEWS	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	7	TU	3P-4P	DOCTORS	:30	\$125.00	10/16-10/23	1	2	2	\$250.00	
	9	M	4P-5P	ELLEN	:30	\$400.00	10/15-10/15 10/22-10/22	0 1	1 1	0 1	\$400.00	
	10	M-W, F	5P-530P	NEWS	:30	\$675.00	10/15-10/19	3	1	3	\$2,025.00	
	11	M	5P-530P	NEWS	:30	\$675.00	10/22-10/22	1	1	1	\$675.00	
	12	TU	530P-6P	NEWS	:30	\$675.00	10/16-10/16	1	1	1	\$675.00	
	13	M-TU	530P-6P	NEWS	:30	\$675.00	10/22-10/23	1	1	1	\$675.00	
	Buyline Comment: 1X NA 10/23 - MG IN THE VOICE 10/23 NCIR											
	14	M-F	6P-630P	NEWS	:30	\$1,125.00	10/15-10/19	3	1	3	\$3,375.00	

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3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/15/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

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	15	TH	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	10/18-10/18	1	1	1	\$2,000.00	
	16	TU	630P-7P	NBC NIGHTLY NEWS	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
	17	M-F	11P-1135P	NEWS	:30	\$900.00	10/15-10/19	4	1	4	\$3,600.00	
	18	TU	11P-1135P	NEWS	:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
	19	M	9P-11P	PRES DEBATE	:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
	20	TU	9P-11P	PRES DEBATE	:30	\$2,000.00	10/16-10/16	1	1	1	\$2,000.00	
	21	SA	11P-1130P	NEWS	:30	\$900.00	10/20-10/20	1	1	1	\$900.00	
	22	SU	8A-9A	SUN TODAY	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	23	SU	1130P-12A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	24	W	4P-5P	ELLEN	:30	\$400.00	10/17-10/17	0	0	0	\$0.00	
		Buyline Comment: MOVED TO 10/16 STP										
	25	M	11P-1135P	NEWS	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	26	TU	8P-9P	THE VOICE	:30	\$675.00	10/23-10/23	1	1	1	\$675.00	
		Buyline Comment: MG FOR LN 13										
	27	TU	4P-5P	ELLEN	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
		Buyline Comment: REBUY FROM LN 24										

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Report Totals: 36 / \$28,800.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$28,800.00

Sales Totals: 36 / \$28,800.00

Station Totals: 36 / \$28,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$60,050	CATV	0%	WOOD	47%	WOTV	0%	WWT	19%	WXMI	11%
		WXSP	0%	WZPX	0%	WZZM	21%				

---COMPETITIVE COMMENTS---

UPDATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE